

Events Industry Council Recognizes Workday Rising with Sustainability Events Standard Certification

PLEASANTON, Calif. and WASHINGTON, D.C., Mar. 19, 2025 – [Workday, Inc.](#) (NASDAQ: WDAY), the AI platform for managing [people](#) and [money](#), and The Events Industry Council (EIC), today announced [Workday Rising](#), Workday’s annual customer conference, has achieved platinum-level certification to EIC’s Sustainable Event Standards for its 2024 event. This is the highest possible level of certification and the first awarded to a technology company.

“Workday Rising is more than just a conference—it’s a moment to celebrate our customers while bringing our core values to life and inspiring meaningful action,” said Erik Hansen, chief sustainability officer, Workday. “Achieving platinum-level certification from the Events Industry Council underscores our commitment to creating impactful and sustainable experiences for our customers and partners as we help them move forever forward.”

The EIC Sustainable Event Standards were created by global experts to help event professionals implement and measure sustainable practices. The standards provide guidance and metrics for organizational management, marketing, climate action, social impact, accessibility, and more.

“Workday Rising’s certification exemplifies the transformative power of sustainability in the events industry,” said Amy Calvert, chief executive officer, EIC. “By embedding environmental and social responsibility into every aspect of their event, Workday and its partners are setting a powerful example for what’s possible. This achievement not only reflects their leadership but also serves as an inspiration for event professionals across the globe to prioritize sustainable practices and create meaningful, lasting impact.”

Rising 2024, organized in partnership with George P. Johnson (GPJ), Freeman, Allegiant Stadium, and Mandalay Bay, was Workday’s biggest and boldest gathering yet, with over 30,000 in-person and digital attendees.

“The success of Workday Rising’s sustainability strategy is a testament to the power of partnership and a shared commitment to positive change,” said Sarah Jackson, sustainability lead for the Americas, GPJ. “Seeing such impressive diversion rates, reduced transportation emissions, and a tangible positive impact on the community is incredibly rewarding. At GPJ, we’re deeply proud of this collaboration and the results we’ve achieved together. We’re excited to build on this momentum, continuing to push the boundaries of sustainable event practices and create lasting change through this important partnership with Workday.”

About Workday

[Workday](#) is the AI platform that helps organizations manage their most important assets – their [people](#) and [money](#). The Workday platform is built with AI at the core to help customers elevate people, supercharge work, and move their business forever forward. Workday is used by more than 11,000 organizations around the world and across industries – from medium-sized businesses to more than 60% of the Fortune 500. For more information about Workday, visit [workday.com](#).

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Forward-looking Statement

This press release contains forward-looking statements including, among other things, statements regarding Workday’s leadership, innovation, transformation, and potential. These forward-looking statements are based only on currently available information and our current beliefs, expectations, and assumptions. Because forward-looking statements relate to the future, they are subject to inherent risks, uncertainties, assumptions, and changes in circumstances that are difficult to predict and many of which are outside of our control. If the risks materialize, assumptions prove incorrect, or we experience unexpected changes in circumstances, actual results could differ materially from the results implied by these forward-looking statements, and therefore you should not rely on any forward-looking statements. Risks include, but are not limited to, risks described in our filings with the Securities and Exchange Commission (“SEC”), including our most recent report on Form 10-Q or Form 10-K and other reports that we have filed and will file with the SEC from time to time, which could cause actual results to vary from expectations. Workday assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this release, except as required by law.

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